

WINTER 2025 - ISSUE 9

BENCHMARK NEWS



GREETINGS

Welcome to our Winter newsletter.

I always get a spring in my step (metaphorically speaking) when we have passed the winter equinox, and the days are starting to lengthen. Our hens laid their first egg yesterday after their winter holidays, which just added to the feeling that spring is just around the corner.

Sadly, there is still plenty of winter weather to navigate and those of you in the southern states will be hoping that spring brings some relief from the ongoing drought. The shortage of quality, affordable fibre has put a real strain on horse owners trying to balance horse wellbeing and feed budgets.

In the northern states there are quite different challenges, with extremely wet weather having an impact on pasture quality and horse health.

The challenges around horse management are not unique to Australia and New Zealand. In the UK those with the luxury of horse accommodation will bring their herds inside for the winter. While management time intensifies there are very real benefits, particularly for pastures that can be rested and not ploughed up by heavy hooves, and

of course warm horses eat less and do better, despite the lack of paddock exercise.

Back in the day when my family was breeding horses near the southern alps in New Zealand's South Island, we were lucky to be able to bring our weanlings in each night during winter so they could stay warm and dry. I believe that looking after weanlings very well during their first winter gives them a head start going into spring and helps them grow and develop. The daily routine was also incredibly beneficial and stood them in good stead for their future education.

August 1st is almost here – the official birthday of all horses in the Southern Hemisphere! Whether you're celebrating a lively youngster or a wise old friend, it's the perfect excuse to give them an extra treat, a gentle pat, and a little extra love for the joy they bring to our lives.

Happy Birthday to all the horses!

**Kind regards,
Colin**



THE POSITIVE TRANSITION TO LUPIN HULLS

The whole Benchmark team are, without exception, horse people and therefore understand how unsettling changing the formulation of their trusted feed can be for horse owners.

As you will know if you feed one of our three mash feeds the inclusion of lupin hulls alters the way these feeds respond to water. While this doesn't alter the nutritional integrity of the feeds, and we have clearly communicated the reasons for this change, it still requires some adjustment.

We genuinely appreciate the way that Benchmarkers have accepted the changes and continue to support the feeds.

Your feedback has been overwhelmingly positive.

Remember you can contact us anytime via our Facebook page @benchmarkhorsefeeds or email us for advice and support.

Email: support@benchmarkfeeds.com.au | www.benchmarkfeeds.com.au



Share your **Horses** Story & **WIN!**

We wanted to reward our Benchmark Community Members our 'Benchmarkers' with a giveaway and that's just what we did!

Last month we ran a giveaway, **'Share Your Horse's Story & WIN!'**

On offer were 5 Benchmark jackets (with hoods) and 5 Invest In Your Horse's Future Tees.

To enter it was pretty easy. We asked you to share how Benchmark Invest®, Benchmark Golden Oldies®, or Benchmark CoolAZ® made a difference in your horse's health, behaviour, or condition.

We got some lovely feedback, thank you to everyone that entered.

Jacket winners:

- Deb Moore
- Natalie Booth
- Megsy Bridgey
- Emma Gallagher
- Kate Johnson

Tee Shirts:

- Anne Bell
- Gail Bothmann
- Karli Colman
- Roxy Archibald
- Jamy-lyn McMullen



Photo Credit : Tim Steward

Photo of our Queensland & Northern NSW Territory Manager,
Louisa Nicholson

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OUR INNOVATIVE steam extruded feeds

Our steam extruded feeds Cool AZ®, Golden Oldies® and Invest® may look like other extruded feeds, but on the inside, there are stark differences which make a real difference.

In Australia, wheat plays a part in most horse feed formulations, be that whole wheat or a by-product of wheat milling called mill run or mill mix. Mill run is a combination of wheat germ, wheat bran and wheat flour and is a low-cost ingredient. As a rule of thumb, the cheaper the feed, the greater the percentage of mill run in the formulation.

Some consider wheat or mill-run valuable ingredients, but wheat is low in fibre and high in starch — qualities more suited to producing quality bread or pasta than horse feed.

At Benchmark, our extruded feeds contain **no wheat or mill run**; instead, we use **low-starch, highly fermentable fibre** from lupin hulls and extruded barley as the main energy sources.

While this comes at a cost, we believe that it sets our feeds apart from the rest and your horses reap the benefits.

- **Benchmark Cool AZ®** - for horses in work up to medium fitness level.
- **Benchmark Invest®** - for growing youngstock, pregnant or lactating mares.
- **Benchmark Golden Oldies®** - for aged horses and ponies.

Head to our website for all the information and to download product data sheets, or contact us
support@benchmarkfeeds.com.au www.benchmarkfeeds.com.au

WINTER FEEDING

Winter can add some new challenges to horse management, particularly for those of you in colder climates.

Benchmark Super Fibre Mash® is an enhanced super fibre product, formulated to complement a complete feed to make a balanced diet.

Adding **Super Fibre Mash®** to any of our complete feed range helps to increase the much-needed fibre into your horses daily ration. It also soaks to a tasty mash and aids hydration.

Super Fibre Mash® is a fantastic base to go with

- Benchmark Golden Oldies®
- Benchmark CoolAZ®
- Benchmark Invest®
- Benchmark Achieve -Sport®
- Benchmark Balancer Mash®

And, if you are not a Benchmark user, it can also complement other complete feeds, adding cool energy and a conditioning quality to any ration.

#TIP Our horses tend to drink less water when it's cold therefore feeding a mash like **Super Fibre Mash®** or **Perfect Mash®** can aid with hydration.

We have variety of meal plans on our website available for you to download at your leisure.

Contact us via our Facebook page or email us for advice and support.

@benchmarkhorsefeeds

www.benchmarkfeeds.com.au

support@benchmarkfeeds.com.au



FEEL GOOD DOGGO®

GOOD HEALTH COMES FROM WITHIN

A Feel Good Doggo® Update

We are having a lot of fun rolling out the Feel Good Doggo® range of meal toppers. It is all fresh territory for a horse feed business launching a dog range, but we are learning fast and interestingly both markets have much in common.

While a visit to any pet shop can be overwhelming, with the vast array of dog treats and supplements on offer, there is nothing that sits in the same space as Feel Good Doggo®.

As a fibre based, probiotic rich, vegetarian meal topper Feel Good Doggo® sits apart from the rest. While this can be a positive, it can also be a negative, as store owners struggle to give it a category and dog owners have to look at a new type of supplement.

Overall, the response has been fantastic with dog owners enjoying the benefits that the range can offer. Digestive problems are as common in dogs as in horses.

**If you would like to check out the range visit -
feelgooddoggo.com**





MANUKA HAYLAGE

Health Food for Horses

Lucerne Haylage is made from 100% premium lucerne and is 100% dust-free. Haylage is a health food for horses ensiled 2 days after harvest before nutrients are lost through evaporation.

Premium Nutrient Value

Haylage is a health food for horses ensiled 2 days after harvest before nutrients are lost through evaporation.

Low Non-Structural Carbohydrate (NSC) Level

Haylage contains just 2.5% NSC on an as fed basis, making it perfect for horses that are prone to laminitis.

High Moisture Content

It resembles a horse's natural diet of moist pasture, making it excellent for endurance and performance horses.

Long fibre Length

Encourages more chewing to produce saliva which in turn helps to maintain normal gut health function.

No Dust

Feeding high moisture forages like haylage reduces the amount of dust in a horse's environment, lowering the risk of respiratory disease.



LAMINITIS
FRIENDLY



TRACEABILITY
BACK TO
Paddock



LOW SUGAR
NSC 2.5%



MORE NUTRIENTS
THAN LUCERNE
HAY

Manuka Haylage is great for every horse, especially:

- Thin or old horses and breeding mares with high nutrition needs.
- Horses with dust allergies or respiratory disease.
- Horses prone to laminitis that need to be fed a low NSC (sugar) diet.
- Horses travelling or not drinking well when away from home.
- Endurance and performance horses needing calcium and hydration during competitive rides.

MANUKA LUCERNE HAYLAGE is an excellent fibre source and a great companion feed to any of our **Benchmark Horse Feeds**.

#healthfoodforhorses
#haylage

@manukachaffandmanukahaylage
www.haylage.com.au



Happy
Birthday

to all the horses

JOIN OUR BENCHMARK HORSE COMMUNITY on Facebook!

Our Benchmark group is for like-minded horse enthusiasts to share stories and ask each other for feedback and information about their Benchmark experience.

We also love getting your before and after photos and just pics and updates in general!

Michelle O'Neill

26 June 1975 - 14 August 2024

It's almost a year since we lost our dear friend and colleague Michelle.

There's not a day that goes by that we don't all think about you Michelle, you will be forever in our hearts and thoughts.



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 **Head to our website and use our handy store locator to find a stockist near you**
<https://www.benchmarkfeeds.com.au/stockist-locator>



CONTACT US

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